

**Wine Training**  
**Mumbai**

**By Nilesh Lele**

# Contents

- 1.Licensing Requirements (MH)**
- 2.Machinery Requirements**
- 3.Project Cost**
- 4.Financial Projections**
- 5.FSSAI Labeling Requirements**

# **{ 1 Licensing Requirements }**

## **Excise and FSSAI**

# FSSAI Licensing

- ❖ Central or State License depending on Capacity
- ❖ Document list
  1. Blueprint/layout plan of the processing unit showing the dimensions in meters / square meters and operation-wise area allocation (mandatory for manufacturing and processing units only)
  2. List of Directors/Partners/Proprietor/Executive Members of Society/Trust with full address and contact details (mandatory for companies only)
  3. Name and List of equipment's and Machinery along with the number, installed capacity and horse power used (mandatory for manufacturing and processing units only)
  4. Photo I.D and address proof issued by Government authority of Proprietor/Partner/Director(s)/Authorized Signatory

# Document List (cont.)

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5. List of Food category desired to be manufactured. (in case of manufacturers)
6. Authority Letter with name and address of responsible person nominated by the manufacturer along with alternative responsible person indicating the powers vested with them viz assisting the officers in inspections, collection of samples, packing & dispatch. (for manufacturers/processors)
7. Analysis report (Chemical & Bacteriological) of water to be used as ingredient in food from a recognized/public health laboratory to confirm the portability (mandatory only for manufacturing and processing units only)
8. Proof of possession of premises. (Sales deed/ Rent agreement/Electricity bill, etc.)

# Document List (cont.)

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9. Partnership Deed/ Self Declaration for Proprietorship Memorandum & Articles of Association towards the constitution of the firm. For MoA – Three pages need to be uploaded (First page – Certification of incorporation, Second page – Authorization of food business activity and Third page – list of directors with addresses)
10. Food Safety Management System plan or certificate
11. Form IX: Nomination of Persons by a Company along with the Board Resolution.
12. PHOTOS OF MANUFACTURING UNIT

# Excise License

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**BRL: License for manufacture of Wine**

**Granted u/r Maharashtra Manufacture of Beer and Wine Rules, 1966**

**Who can Apply:** Any person

**Apply To Whom:** District Collector through the Superintendent of State Excise of the District.

**Form of Application:** BRA

**Application Fee:** Rs. 500/-

**Mandatory Documents:** plan, statements detailing vessels to be used in manufacture; process of manufacture, **Processing Details**

# BRA Form

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Show Form



# Irada Patra

निरीक्षक, राज्य उत्पादन शुल्क, चिपळूण विभाग  
जि.रत्नागिरी यांचे कार्यालय

✓ प्रती,

- १) श्री. शेखर गोविंदराव निळम  
रा.सावर्डे ता.चिपळूण
- २) श्री. नितेश तेलें

जावक क्रमांक-बीआर-ए/२०१८/ ३६५/२ निरी. चिपळूण दिनांक-१९/०७/२०१८

विषय- मोजे खरवते ता.चिपळूण येथील फॉर्म बीआर-ए अनुज्ञप्ती मंजुरीबाबत

- संदर्भ- १) मा.अधीक्षक रत्नागिरी यांचे पत्र क्रमांक-बीआर-ए/२०१८/१४०६/अधी. रत्नागिरी  
दिनांक-०८ जून २०१८ नुसार  
२) आपला दिनांक-२६/०५/२०१८ रोजीचा विनंती अर्ज

महोदय,

आपणास या पत्राने सूचित करण्यात येते की, आपण संगनमताने मा.अधीक्षक, राज्य उत्पादन शुल्क, रत्नागिरी यांचेकडे आपले नावे मोजे मोजे खरवते दहिवती ता.चिपळूण येथे नवीन फॉर्म बीआर-ए अनुज्ञप्ती मंजुरीबाबत विनंती अर्ज सादर केलेला असून सदर अर्जाची चौकशी करून अहवाल सादर करण्याकामी निरीक्षक, राज्य उत्पादन शुल्क, चिपळूण विभाग या कार्यालयास अर्ज प्राप्त झाला आहे. आपण प्रस्तावीत फॉर्म बीआर-ए अनुज्ञप्ती मंजुरीबाबत अर्जासोबत कोणतीही आवश्यक कागदपत्रांची पूर्तता केलेली नसून खालील नमूद केल्याप्रमाणे आवश्यक कागदपत्रांची पूर्तता करून या कार्यालयास सादर करावीत.

- १) प्रस्तावीत जागेचा ७/१२ उतारा, असेसमेंट उतारा, करपावती
- २) प्रस्तावीत जागा (एन.ए.) वाणिज्य वापरासाठी बिनशेती असल्याबाबतच्या आदेशाची प्रत
- ३) अनुज्ञप्ती शुल्काच्या ५०% इतक्या रकमेचा ऐपत दाखला किंवा बँक सॉलवन्सी सर्टिफिकेट्स
- ४) प्रोजेक्ट रिपोर्ट्स
- ५) प्रस्तावीत जागेच्या (मशनरी वसविलेल्या जागेसह) ब्ल्यु प्रिंट ४ प्रती
- ६) भागीदारी पत्र प्रस्तावाची कागदपत्रे
- ७) औद्योगिक विकास मंडळ व प्रदूषण नियंत्रण मंडळाचा नाहरकत दाखला
- ८) संबधीत ग्रामपंचायतीचा नाहरकत दाखला
- ९) अन्नभेसळ खात्याचा परवाना
- १०) प्रस्तावीत व्यवसायात परदेशी गुंतवणूक असल्यास केंद्र शासनाची परवानगी

वरीलप्रमाणे नमूद केलेल्या आवश्यक कागदपत्रांची पूर्तता आपणाकडून झाल्यानंतरच सदर प्रकरणी आपले जबाब अभिलेख करून सविस्तर अहवाल वरिष्ठांना सादर करण्यात येईल याची नोंद घ्यावी.

  
निरीक्षक, राज्य उत्पादन शुल्क, चिपळूण विभाग, जि. रत्नागिरी

# Excise License (cont.)

## Document required with the Application

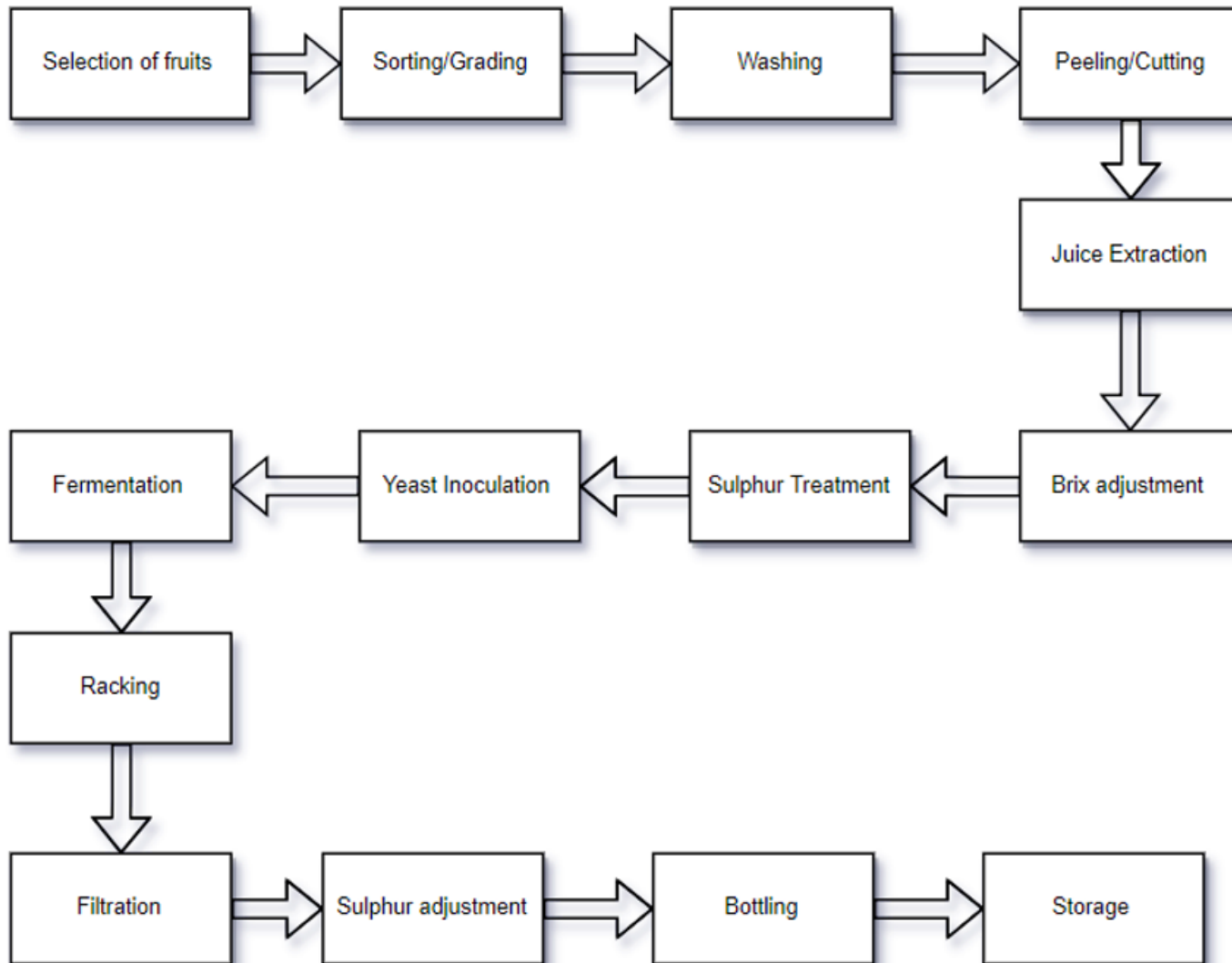
- 1 Application in the prescribed pro forma affixed by court fee stamp of Rs.5/- along with Challan of application fee
- 2 Statement detailing vessels to be used in manufacture, & process of manufacture
- 3 NOC from pollution of control board & Industries department
- 4 Solvency or Bank Guarantee of the 50% amount of license Fee
- 5 Land N.A. Certificate from concern authority
- 6 Central Government permission is required in case of foreign investment – N/A
- 7 If the applicant is partnership firm, copy of partnership deed. And if company, copy of Memorandum & Articles of Association
- 8 All the machineries required for manufacturing of wine. (4 Blue Prints)
- 9 Copy of the project report

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## **Machinery Requirements**

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# Process Flowchart



# Machinery Photos



# Lab Setup



# Machinery List

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- Washing Tanks with Jet washing System
- Pulper and de-seeder
- Screw Type Juice Extractor
- Hydraulic Press
- Jacketed Fermenters (SS Tanks)
- Chilling Unit
- Centrifuge (Optional)
- Filter Press
- Semi Automatic Bottle Rinsing, Filling and Capping
- Yeast Culture Room
- Misc Equipment (trays, racks etc.)



# { 3 Project Costs }



# Project Costs

<b>Machinery cost is 50 lakhs, WC is 75 lakhs</b>		
<b>TERM LOAN</b>	<b>Share</b>	<b>Value (Lakhs)</b>
PROMOTOR	25.00%	12,50,000
FINANANCIAL INSTITUTIONS	75.00%	37,50,000
<b>SUB TOTAL</b>		<b>50,00,000</b>
<b>WORKING CAPITAL</b>		
PROMOTOR	25.00%	16,77,917
FINANANCIAL INSTITUTIONS	75.00%	50,33,750
<b>SUB TOTAL</b>		<b>67,11,667</b>
<b>TOTAL</b>	<b>100.00%</b>	<b>1,17,11,667</b>
Loan		87,83,750
Promoter Equity		29,27,917

# { 4 Financial Projections }

# Profit and Loss Statement

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Installed Capacity (lt)</b>	1,00,000	1,00,000	1,00,000	1,00,000	1,00,000
<b>Bottles (750 ml)</b>	1,33,333	1,33,000	1,33,333	1,33,333	1,33,333
<b>Selling Price (per bottle)</b>	160.00	168.00	176.40	185.22	194.48
<b>INCOME</b>	2,13,33,333	2,24,00,000	2,35,20,000	2,46,96,000	2,59,30,800
<b>Variable Cost (per bottle)</b>	85.00	89.25	93.71	98.40	103.32
<b>Total Variable Cost</b>	1,13,33,000	1,19,00,000	1,24,95,000	1,31,20,000	1,37,76,000
<b>Gross Profit</b>	1,00,00,000	1,05,00,000	1,10,25,000	1,15,76,000	1,21,55,000
<b>Total Fixed Cost</b>	20,90,000	22,34,000	23,92,000	26,32,000	28,95,000
<b>Marketing Cost</b>	20,00,000	22,00,000	24,20,000	26,62,000	29,28,000
<b>EBIT</b>	59,10,000	60,66,000	62,13,000	62,83,000	63,32,000
<b>Interest</b>	13,55,000	13,47,000	12,70,000	11,95,000	11,22,000
<b>Depreciation</b>	12,50,000	12,50,000	12,50,000	12,50,000	12,50,000
<b>PBT</b>	33,05,000	34,69,000	36,93,000	38,38,000	39,60,000
<b>PAT (@30 tax rate)</b>	23,14,000	24,28,000	25,85,000	26,86,000	27,72,000

# Key Indicators

<b>Particular</b>	<b>Value</b>
NET PRESENT VALUE at 24% discount (Rs. in lakhs)	<b>200</b>
INTERNAL RATE OF RETURN %	<b>80.31%</b>
BREAK EVEN POINT %	<b>53%</b>
PAY BACK PERIOD (YEARS)	<b>2 years</b>

# 5 FSSAI Labeling Requirements

**5.1 Declaration of alcohol content:** Alcohol content shall be expressed as per cent. abv or as proof.

**5.2 Labelling of standard drink:** One standard drink is the amount of beverage that contains in it 12.7 ml of abv as measured at 20°C. The label may include a statement of the approximate number of standard drinks in the package.

**5.3 Geographical indicators** or names may be used on the label solely for the products originating from that geographical region.

**5.4** In case of imported alcoholic beverage, the provisions of the Food Safety and Standards (Import) Regulations, 2017, shall apply.

**5.5** Alcoholic beverage shall not contain any **nutritional information** on label.

**5.6 No health claim** shall be made on alcoholic beverage

**5.7** The label of a package of a beverage containing more than 0.5 per cent abv shall not use the words 'non-intoxicating' etc.

## 5.9 Labelling of wine

5.9.1 In addition to requirements mentioned in sub-regulations 5.1 to 5.6, the label on wine shall also:

- i) Indicate the origin (country or state) of wine and **declare the amount of sugar.**
  - ii) List the name of variety of grape or fruit used in descending order of quantity provided such claim is made.
  - iii) Declare the name of residues of preservatives or additives present as such, or in their modified forms, in the final product.
- 5.9.2 In addition the label on wine may:
- i) Declare generic name of the grape and its variety, or raw material used, geographic origin, and vintage year, provided such claims are made.
  - ii) Declare the name of the place, or region, sub-region or appellation, if 75 per cent the grapes come from that place.
  - iii) Carry the name of a grape variety, the wine is made from at least 75 per cent from that grape variety.
  - iv) Carry a date of vintage, if at least 85 per cent of the wine comes from that vintage.

5.10 Alcoholic beverage other than wine which contain less than 10 per cent alcohol shall mention the date, month and year of expiry on the label, in that order and shall precede by the words “Expiry date \_\_\_\_\_” or Use by \_\_\_\_\_”. However, the manufacturer may use the expression “Best before” as optional or additional information.

5.11 Allergen warning:

5.11.1 If the wine contains more than 10 mg sulfur dioxide per litre, the label must declare **“Contains sulfur dioxide or Contains sulfite”**.

5.11.2 If egg white or icing glass as fining, clarifying agent or any other processing aid of animal origin is used in wine, it shall be declared on the label with a non-vegetarian logo, if residues of the same are present in the final product.

5.12 There shall be a statutory warning as mentioned below, printed in English language. In case, respective states wish the same to be printed in their local or regional language, the same shall be allowed without the need for repeating the English version. Size of statutory warning shall not be less than 3 mm.



5.12 There shall be a statutory warning as mentioned below, printed in **English language**.

In case, respective states wish the same to be printed in their local or regional language, the same shall be allowed without the need for repeating the English version.

Size of statutory warning shall not be less than 3 mm.

**CONSUMPTION OF ALCOHOL IS INJURIOUS TO HEALTH.**

**BE SAFE-DONT DRINK AND DRIVE.**

5.1 →

Alcohol Content:  
13.0 % ABV



Net Qty:  
750 ml

Savour the delight of Devanchi. Whether it is the sprightliness of a fresh spring morning, the joyous warmth of a glorious summer afternoon, the tingling nip of a crisp autumn twilight or the biting chill of an icy winter night - to everything, there is a season, and to every season, there is an experience. An experience captured by our new range of Devanchi wines to suit every occasion.

GRAPE: SAUVIGNON BLANC  
WHITE WINE OF CHILE

← 5.3

**Description:** Winemaking in Chile dates from the Spanish Conquistadors in the mid 16th century. Dry, sunny summer days with cool nights with pure Andean snow melt water for irrigation allow grapes to achieve perfect ripeness. **Tasting Notes:** Chilean Sauvignon blanc is zesty and fresh with intense grassy, gooseberry and guava fruit flavours. **Serving Suggestion:** Ideal to accompany chicken, pizzas and lightly spiced oriental foods or simply to share a glass with friends.

5.4 →

**IMPORTED BY:**  
DM ALCOBEVES INDIA PVT LIMITED  
F 214, TOWER NO.03, 2<sup>ND</sup> FLOOR,  
INTERNATIONAL INFOTECH PARK, VASHI,  
NAVI MUMBAI, MAHARASHTRA 400703, INDIA  
CUSTOMER CARE NO: 9930991805  
E-MAIL: CUSTOMERCARE@DMALCOBEVES.COM  
ADDRESS AS ABOVE  
WWW.DMALCOBEVES.COM

Sugar: 2,0 g/l

**Ingredients :** Fermented Grape Juice,  
Preservative (E220)

Contains approximately 7.7 standard drinks

CONTAINS SULFITES

← 5.9.1.i

← 5.2

← 5.11



Lic. No. 10016022005431

LOT NO.

DATE OF PACKING



← 5.5/ 5.6/ 5.7/ 5.8  
No Nutritional /  
No health claim/  
other claim

5.12 →

CONSUMPTION OF ALCOHOL IS INJURIOUS TO HEALTH.  
BE SAFE-DON'T DRINK AND DRIVE.

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**THANK YOU**

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